

# STRATEGIC PLAN 2017-2022

## GOAL 1: ENGAGE PEOPLE IN MEANINGFUL ARTS EXPERIENCES

### Objectives

#### **A. Communicate the impact of the arts statewide.**

1. Communicate the impact of the arts to all levels of state government.
2. Establish strategic partnerships among private and public organizations.

#### **B. Support opportunities for arts experiences.**

1. Fund projects that encourage artistic creation and appreciation.
2. Support arts experiences in nontraditional venues.

#### **C. Increase the strength and growth of the arts.**

1. Develop Missouri Arts Council abilities to support organizations.
2. Strengthen the effectiveness of arts organizations and artists of all disciplines.
  - a. Encourage strategic partnerships.

#### **D. Increase services to underserved communities or populations.**

1. Target unfunded and underfunded districts.
2. Target potential audiences that are underserved by reason of ethnicity, geography, economics, or disability.

# GOAL 2: GROW MISSOURI'S ECONOMY USING THE ARTS

## Objectives

### **A. Encourage development of arts professionals and creative industries.**

1. Research the economic impact of the arts and creative industries.
2. Provide professional development for arts professionals and creative industries.
3. Promote Missouri's art and creative industries.

### **B. Support communities' growth using the arts.**

1. Encourage development of arts districts.
2. Support the creation of local arts councils.
3. Promote Missouri's Creative Communities.

### **C. Promote Missouri as an arts destination.**

1. Encourage cultural tourism in Missouri.
2. Support arts meetings in Missouri.

# GOAL 3: STRENGTHEN MISSOURI EDUCATION THROUGH THE ARTS

## Objectives

### **A. Strengthen the position and impact of fine arts specialists.**

1. Enhance fine arts instruction in PK-12 education.
2. Support professional development of fine arts specialists.

### **B. Improve student achievement through arts integration.**

1. Encourage arts integration in PK-12 education.
2. Network arts-integrated schools.
3. Support professional development of teachers and administrators.

### **C. Develop teaching artists' skills and opportunities.**

1. Enhance School Touring Qualified roster.
2. Support professional development of teaching artists.
3. Encourage universities to include teaching artistry to fine arts students.

### **D. Support the development of quality community arts education.**

1. Encourage arts organizations to offer arts education programs.
2. Support professional development of arts organizations in arts education.
3. Network education staff of arts organizations.